



Capital Area Workforce Development Board Meeting

April 30, 2020

Zoom Meeting

Board Members Present:

Rob Axford, IBEW 553
Deborah Bolin, Johnston County Youth Services, Inc.
Joy Callahan, Johnston Community College
Rodney Carson, SAS, Inc.
Craig Hagood, House-Autry Mills, Inc.
Brian Holland, Global Knowledge Training, LLC
Michael Haley, Wake County Economic Development
Nicole Jarvis-Miller, Advance Auto Parts
Howard Manning, Dorcas Ministries
Tony Marshall, Innovative Systems Group
Jerilyn Meckler, Ankura Consulting
Kristy Moore, NC Association of Educators
Prem Ranganath, Trilliant Networks
Melissa Short, Transitions Life Care
Cindy Waite, Accentuate Staffing
Tom White, North Carolina State University
Jonathan Williams, Focus Design Builders, LLC
Chip Wood, NC Department of Commerce

Staff Present:

Pat Sturdivant, Executive Director
Brent Royal, Finish Line Grant Program Manager
Jane Sterner, One-Stop System Director
Malinda Todd, Strategic Initiatives Director
Crystal Waters, Executive Assistant
Kimberly Wheeler, Business Engagement Director
Brenda Wilkerson, Communications Manager

Guests Present:

Rochelle Brown, ResCare, Inc.
Patrick Buford, EDSI
Susan Fleetwood, NC Department of Commerce
Kenneth Gathers, ResCare, Inc.
JoAnn Honeycutt, Wake County Public School System
Janny Mealor, Wake County Human Services
Michelle Muir, NC Department of Commerce
Alicia Price, EDSI
Amanda Tyndall, Johnston County Industries
Kirks Taylor, Johnston County Industries

Minutes Prepared by: Crystal Waters

Item	Discussion	Actions		
		What	When	Who
1. Call to Order	<p>Brian Holland, Chair, called the meeting to order. He thanked everyone for adjusting their schedule as this meeting was originally scheduled for March just as the stay at home order was mandated. Brian expressed concern for all those on the call. This was the first Board meeting being held on Zoom. Brian thanked everyone for their patience and laid out the guidelines for meeting participation.</p> <p>Brian acknowledged Monica Meadows who retired from the Board last month. She was a member of the Outreach Committee. Monica has started her own business and felt she needed to dedicate her efforts to getting her business off the ground. She is interested in coming back to the board at some point.</p> <p>Brian informed the Board that since they did not meet in March, the Executive Committee voted to approve the staff's recommendation to continue the current service provider contracts at their April 2nd meeting.</p> <p>ResCare will continue to provide services for the Adult/Dislocated Worker program. EDSI will continue to provide services in Wake County and Johnston County Industries will continue to provide services in Johnston County. Each provider will provide a new statement of work and their contracts will run from July 1, 2020 through June 30, 2021.</p>			
2. Action on Meeting Minutes	There were no additions or corrections to the minutes to the Special meeting held on January 8, 2020. The minutes were approved as written.			
3. Guest Speaker	Brian introduced Susan Fleetwood, Executive Director of Economic Development in the office of the Secretary of the North Carolina Department of Commerce. Susan provides strategic leadership on complex economic development projects and issues; leads the Department's efforts in defining processes for working with the Economic Development Partnership of North Carolina; helps to develop competitive proposals for the Department's active economic development			

projects; and serves as liaison to the Governor's Office to prepare for his active engagement with prospective and existing companies. Brian thanked Susan for speaking to the Board and being generous with her time.

Highlights:

- This year the state has received 1,600 new jobs and 500 million in capital investment. They continue to see new businesses come forward on a weekly basis.
- The State offers incentive programs based on recruiting, screening, and training, public infrastructure, and building renovation. There are also some cash-based incentives for competitive projects.
- Economic Development Partnership of NC serves as a point of contact for active Economic Development projects.
- Workforce is the number one factor in bringing companies to the area.
- 2020 Strategic Economic Plan has been put on hold. The focus of the plan was on talent.
- The Department is working through the Division of Employment Security to manage the high volume of people filing for unemployment insurance. Since March 15 more than 900,000 people have filed a claim. More than 960 million has been paid as of April 28 to more than 360,000 people.
- NC Commerce is working with a collaborative of partners to work with small businesses in the aftermath of the crisis.
- NCcommerce.com has more information about all the services available.

Brian mentioned that the hospitality industries have been hit hard. He asked if the department has seen other sectors affected by the pandemic? Susan stated that WARN notices for manufacturing companies have been issued due to the people not buying products and employees not feeling safe to work at these facilities.

Joy Callahan asked whether the large number of people claiming unemployment are also looking for employment. Is there any incentive to look for work since folks are receiving additional UI? Susan stated that the benefit is not very generous, and it will not last for a long period of time.

	<p>Pat stated that there have been a few people decline a job because they were not comfortable with the work environment. Susan said that there is a psychological aspect to reentering the workforce and people need to feel safe going back to work.</p> <p>Howard Manning stated that the length of time unemployment benefits are received is too short and the formula used to calculate the benefit does not meet the need. He asked if there was a chance that after the pandemic, unemployment insurance and distribution policies will be reviewed in order to make lasting changes? Susan stated that this provides an opportunity to have a discussion with the State legislators as they created the statute in which the Department operates.</p> <p>Nicole Miller of Advance Auto Parts commented that they are having challenges finding employees and keeping their stores fully staffed because of the richness of the unemployment benefits.</p> <p>Brenda Wilkerson, CAWD Communications Manager, asked whether the State will be responsible to pay back the unemployment supplements received by the federal government. Susan explained that in 2008-2009, the State had a deficit to the unemployment trust fund. Part of the changes made in 2013 to reduce benefits were used to build up the trust fund. State benefits are being paid out of that trust and it has plenty to withstand the pandemic. The extra federal benefits have been directly passed through to claimants.</p>			
<p>4. Director's Update</p>	<p>Pat Sturdivant mentioned that the NCWorks Career Centers are closed to the public. Services are being offered by telephone, email, and chat. In the last month, there have been over 1,100 calls. Many calls have been about Unemployment Insurance benefits. The Career Centers do not answer those calls. There is an 800-number dedicated to the Unemployment Insurance. CAWD is currently working with the state to develop a phased reopening plan for the centers following the Governor's guidance and CDC protocols.</p> <p>Pat asked Kimberly Wheeler, Business Services Director, to give an update about what is being done virtually from a business services perspective.</p>			

	<p>Kimberly mentioned that there have been several WARN notices. Most have been from restaurants, retails, and hotels. The Business Services team provides out placement support with information that employees can use to connect with NCWorks, UI, and other services. Since COVID, 19 WARN notices have been received, impacting 1,100 individuals. Since July 1, 2019, 32 WARN notices have been received impacting about 2,100 individuals. Last year, there were only 12 WARN notices which impacted about 900 people. CAWD has not received formal WARN notices for every business affected by the pandemic. They have also offered virtual rapid response calls in order to help get the information to employers and employees.</p> <p>Highlights:</p> <ul style="list-style-type: none"> • CAWD has three Reentry programs dedicated to serving incarcerated individuals and those recently released: Reentry Employment Opportunities, Wake County Inmate Education and Employment Initiative (WCIEEI), and the Wake Local Reentry Council. • Annual IT Career Fair had 20 employers and 165 job seekers. • The focus on Youth has been on quality of service versus the number served. There was a slight decrease in the number being served but an increase in the number of work-based learning opportunities and entered employment. • Last year, CAWD missed meeting the attainment of credential measure. CAWD is currently on track to meet or exceed all performance indicator measures. • There was a decrease in funding for the following programs: Dislocated Worker, Adult and Youth. Wagner Peyser received an increase. These calculations were formulated before the pandemic and may be recalculated. The State has applied for an emergency grant to help cover the budget decrease. CAWD will apply to receive additional funds of 1.3 million to serve Dislocated Workers. • Malinda Todd, Strategic Initiative Director, mentioned two grants being applied for <ul style="list-style-type: none"> ○ US Department of Justice- Second Chance grant of \$750,000 for three years will allow CAWD to expand the Reentry program. 			
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	<ul style="list-style-type: none"> ○ Youth Apprenticeship Readiness Grant. This will be a statewide application and each region will have their own plan. CAWD in collaboration with Durham and Kerr Tar will focus on Applied Engineering, Construction specifically HVAC and Electrical, Advance Manufacturing and IT. ● Jane Sterner, One-Stop System Director, mentioned the 4-year annual plan. This comprehensive plan included questions about regional and local strategies, the One-Stop System service, and information about policies. This is submitted to the State and then to DOL for approval. Pat mentioned that the plan is posted for public comment. Any comments given are sent to the State. <p>Jerilyn Meckler asked if the reentry programs offer any type of apprenticeship while individuals are still in the prison system. Pat stated that the goal is to work with them while they are incarcerated. They receive training through the community college system, are engaged with the Career Center, and meet with a case manager. Upon release they should have an appointment set up with a case manager. Malinda mentioned that individuals in a reentry facility are allowed to visit a Career Center to receive services. Employment options while incarcerated are limited. Roads to Reentry does offer apprenticeship opportunities. CAWD plans to build a pipeline to create apprenticeship opportunities for this population.</p>			
<p>5. Committee Updates</p>	<p>Customer Success</p> <p>Howard Manning presented for the Customer Success Committee. He stated that their goal is to assist the untapped workforce in gaining the skills, competencies and credentials required for in-demand, family-supporting careers. Their success indicator is to increase the percentage of targeted participants who enter a career pathway and exit to a family supporting wage.</p> <p>The committee has decided to target mature workers over the age of 55. A video was shown which showed the misconceptions young people have about mature people.</p>			

	<p>The committee will research 4 programs to gain more information. Their next steps are to contact the programs, identify program components, determine program design and implement a pilot project.</p> <p>The Youth Advisory Councils are led by Deborah Bolin in Johnston County and Ross Yeager in Wake County. The Councils have met and established bylaws. They have developed goals and are assessing available resources for youth in each county.</p> <p><u>Customer-Success.pdf</u></p> <p>Outreach Committee Jerilyn Meckler presented for the Outreach Committee. The goal of the Outreach Committee is to increase brand awareness with CAWD stakeholders. The committee has accomplished the following:</p> <ul style="list-style-type: none"> • compiled a list of legislators with profiles of their interests and issue position. • created messaging for Adopt a Politician Program (AAPP). • created informational materials. • created tracking and contact form • matched legislator contacts to board members. <p>The committee will train board members in messaging, how to use the materials, schedule meetings, and track progress.</p> <p>Board training materials were discussed and where to find the resources. Pat encouraged members to look at the Board Training videos which will help them speak confidently about CAWD.</p> <p><u>Outreach-Committee.pdf</u></p> <p>Sector Strategies Melissa Short presented for the Sector Strategies Committee. The strategic goal of the Sector Strategies Committee is to align demand sector strategies initiatives with workforce system and economic development needs.</p> <p>The committee has decided to focus on the IT sector. Their strategies are:</p> <ul style="list-style-type: none"> • to form an industry Advisory Group 			
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	<ul style="list-style-type: none"> • conduct and environmental scan of existing initiatives • coordinate and collaborate with existing partners. <p>The Committee has researched the data and evaluated the region's growth and critical workforce needs. The IT field is broad, and many opportunities exist across the industry.</p> <p>In response to COVID, the Committee asked what shifts in strategy or efforts are needed to best serve businesses and job seekers? Some factors to consider are increasing the available talent supply, the economic impact on the region and job growth, and consider the workforce resources needed for employment in the current business climate.</p> <p><u>Sector Strategies-Committee.pdf</u></p>			
<p>6. 2020 Board Retreat</p>	<p>The Board will have a mini retreat which will take the place of the September 24th Board meeting. The time of the retreat will be from 8:30am to 11:30am. The retreat may take place virtually.</p> <p>Brian reminded the Board that the purpose of the retreat is to ensure that CAWD is positioned to meet the objectives as presented in the Strategic Plan. Considering recent events, should the strategies change? If so, are the focus of the committees on track or should another direction be considered? Given the high unemployment rate, ensuring that the Board is doing the right thing is critical. Brian stated that the work done by the Board has never been more important or more needed.</p> <p>Brian asked the Board to think about what they want to discuss at the retreat. A survey will be given to determine what should be discussed in order to meet the needs of the region and meet the goals of the workforce board.</p> <p><u>Board Retreat.pdf</u></p>	<p>Send a survey re: Retreat questions and topics</p>	<p>ASAP</p>	<p>Pat/Crystal</p>
<p>7. Public Participation</p>	<p>There was no public participation.</p>			

8. Other Business	Joy Callahan mentioned that Johnston Community College is working with NC BioNetwork to hold a virtual career fair on May 14 for students.			
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Meeting Adjourned: 10:15